

Consumer Trust in Food - UK - June 2013

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"Nearly eight in ten adults consider the food industry to be too reliant on mass manufacturing. However, for mass-produced products, highlighting the involvement of humans – whether it's a farmer, company owner or even the workers on the production line, can help to convey the human dimension."

– Alex Beckett, Senior Food Analyst

In this report we answer the key questions:

- Where do consumers see supermarkets' responsibilities lying with regard to the food industry?
- How can supermarkets forge a more caring image towards farmers?
- What steps can mass manufacturers take to project a more 'human' image?
- How can manufacturers and supermarkets restore consumer trust in their awareness of ingredients' origin?

This report analyses consumer trust in the food industry in light of the horsemeat scandal of 2013.

Among the report findings is a startling lack of confidence among consumers in the UK food industry's ability to provide food that is safe to eat, and a low confidence in supermarkets' and manufacturers' level of awareness of where ingredients originate from. Yet it also identifies how attributes like British ingredients, details of where and when the product was manufactured and animal welfare certification can improve consumer trust in food.

In this report, Mintel primarily aims to investigate consumer attitudes towards the UK food industry and various operators within it, with a specific focus on trust, following the horsemeat scandal in 2013. The focus area of this report is the in-home food market the UK.

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